

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
20 July 2006 (20.07.2006)

PCT

(10) International Publication Number
WO 2006/075212 A2

(51) International Patent Classification:
G06Q 40/00 (2006.01)

(21) International Application Number:
PCT/IB2005/050113

(22) International Filing Date: 11 January 2005 (11.01.2005)

(25) Filing Language: English

(26) Publication Language: English

(71) Applicant (for all designated States except US): **WEB-MAGIC VENTURES, LLC** [US/US]; 87 N Raymond Ave Ste 850, Pasadena, CA 91103 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **MCLEMORE, Greg** [US/US]; 87 N Raymond Ave Ste 850, Pasadena, CA 91103 (US). **JACKSON, Adam** [US/US]; P O Box 471234, San Francisco, CA 94147 (US).

(74) Agent: **OPPEDAHL, Carl**; Oppedahl & Olson LLP, P.O. Box 5388, Dillon, CO 80435-5388 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM,

AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

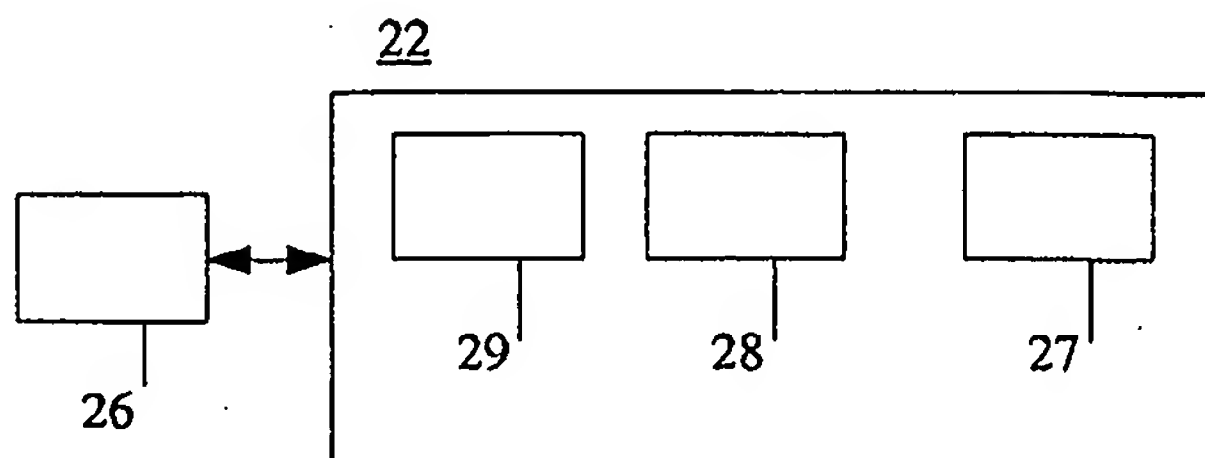
(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— without international search report and to be republished upon receipt of that report

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: SYSTEM AND APPARATUS FOR BIDDING



(57) Abstract: In connection with a computer-based auction system, the auction system communicatively coupled with sellers and bidders, the system having records indicative of sellers of items and records indicative of bidders for the items and identifying for each item a winning bidder in an auction, a first bidder selects a first item for which there is a winning bidder who is not the same as the first bidder. By electronic means, information is obtained indicative of identities of second bidders other than the first bidder

who previously placed respective bids for the first item. Second items are found other than the first item for which bids have been placed by one or more of the second bidders. A second item is chosen by the first bidder, for which the first bidder was not aware of the second item until after the auction ended. The first bidder then attempts to discern why the first bidder was not aware of the second item until after the auction ended. Alternatively this approach is used to identifying a second item for which the auction has not yet ended, and the first bidder places a bid higher than any bids previously placed for that second item.

WO 2006/075212 A2